

# Nugent's Fall Opening

THE universal sorrow over the death of President McKinley casts a shade of deepest gloom over the pleasure we had anticipated in welcoming you to our Formal Fall Opening to-morrow. The gala decorations we had planned for "Opening Day" have given place to the somber trappings of national mourning. While the beauty and brightness of the New Fabrics, Garments and Millinery remain unchanged, our hearts are too heavy to lend themselves to the enthusiasm we would otherwise feel.

## Grand Opening Of New Autumn Millinery.

Paris has outdone herself this year in the production of most artistic millinery. Never have the creations of one season surpassed the previous records so far as this year—and never have we been able to bring to you such ideal Hats—ideal in graceful shapes, ideal in harmonious color combinations—as this year. You will agree with us that this opening display is the greatest ever attempted in St. Louis. We direct attention to these special features:

**About the Imported Parisian Models.**—We have selected Hats of the most famous Parisian makers that seemed to embody the very essence of this year's best modes. Just a hint of the celebrated names may be welcome.

Esther Meyer, Camille Roger, Narcisot Socours, Anelonne Malson, Mons. Virot, Mons. Felix, Caroline Reboux, Anelonne Malson.

**A Word About New York Models.**—The most dreaded competitor of Paris as a fashion center is New York; not only are the New York styles "catchy" in the extreme, but they make a bold and frequently successful effort to improve on every Parisian mode. Our line of New York hats is the most extensive we have ever shown.

**The Famous Florodora Hat.**—The cut gives you only a hint of the beauty of this new hat, as worn by Mrs. Edna Wallace Hopper in "Florodora." The artist's pen is powerless to give full effect to the graceful lines and rich beauty of this much-talked-of hat.

**The Pretty Maiden's Hat.**—Another Florodora success. This is a copy of the hat worn by each of the sextet of American beauties in "Florodora." It is a large black hat, with wonderful nodding plumes.

**Boas Are the Swell Thing in New York.**—Attention is directed to the handsome Coque-Maribout Boas, in blue, white and gray, and the wonderful Ostich Boas we are showing.

**London Shirt Waist Hats.**—Our showing of these famous hats and of ready-to-wear hats is unsurpassed. The exhibit includes a great variety of the celebrated Phipps & Atchison hats.

**Novelties in Materials.**—Our collection of fancy feathers, fancy ostrich effects, autumn roses and foliage, fancy ornaments, buckles and the array of beautiful new materials is unmatched in the West.



## Novelties and New Designs In Dress Trimmings for Autumn.

Dress Trimmings are always in such vogue that our assortment is large all the time, but in anticipation of the exceptionally large demand this fall we are determined to make this opening display the finest we ever held. Space is too small to more than mention some of the new things.

**White Silk Applique.**—Shown in work solid patterns, beautiful reproductions of hand-made leaf and floral designs. Prices only 60c for 14-inch width up to \$1.75 for 24-inch width.

**New Flouncing in black.**—Spangled and beaded effects, made circular, to fit the skirt and in shapes for collars, etc., is shown in leaf patterns. Prices 30c up to \$4.00 a yard, according to width.

**New Black Boleros.**—We are showing the new spangled and jet designs; also some handsome ones of black silk on chiffon and net. Both are exceedingly handsome. Prices \$1.25 and \$3.75.

**Black Passementerie.**—Spangled and heavily embroidered, is shown in different widths, from \$2.75 to \$5.00 a yard.

**Feather Boas.**—Ever since the six pretty patterns in Florodora wore those wonderful feather boas there has been a perfect rage for boas. See those 4-foot ostrich boas in gray or black we are offering at \$1.50—worth \$15.00, we assure you.

**Embroidered Allovers.**—Satin embroidered in silk, with cut-out velvet designs in contrasting color applied all over the satin. This elegant waist and yoking material is distinctly effective. We are also showing new embroidered chiffon allovers in black and white.

**New Appliques.**—We direct attention to the extremely stylish effects in black velvet, applique trimmings, which we are selling from 50c to \$1.25 a yard.

## The Fall Opening Of New Art Needlework.

The new designs and the new effects of the coming fall season are reflected in this beautiful new stock.

New ideas for work, new patterns, new designs, new materials, etc., are here in the greatest profusion. Special attention is called to the Taoro Hand-drawn Linens.

**In Pillow Tops** we are showing Tapestries in conventional, scenic and other designs—silk velours—cotton velours—silk, satin and tinted designs, almost without limit.

**Special Tinted Tops.**—Attention is called to the new "Burgomaster" (from the play), "Mistador," and "Smokers" Pillow. They are all striking effects and sell at 50c and 75c.

**Swiss Dresser Sets** in all degrees of elaborateness, from the neat sets at 50c to the handsome qualities at \$3.00.

## Trefousse's THE Kid Gloves.

We have received and will display this week the new fall styles and colorings of the celebrated Trefousse Gloves, for which we are agents in St. Louis.

**The Special Merits** of the Trefousse Gloves, which have made them first and best for generations, are quality of material, fit and finish.

**Latest "up-to-date"** styles in Glove and Buckle, for street and evening wear—newest embroidery effects—newest patent clasps—a complete line of Foster's Lacing Hooks, plique seam, overseam and hook seams.

**Taoro Drawn Work.**—The extremely fine work done in linen by the women of the Tonerite Islands (a part of our Philippine possessions) is so beautiful as to attract world-wide attention and admiration. We will exhibit to-morrow an assortment that will make every woman with an eye for daintiness long to possess some of the pieces. Most of the work is on squares of various sizes, from 9 inches to 36 inches, but there are some very handsome square pieces, 18x24 and 18x32 inches. The prices are very low for the labor and beauty involved.

## New Silk Petticoats.

See the display in the Mulin Underwear section on the second floor. We are showing the handsomest line of Silk Petticoats that we have ever yet shown.

**New Roman Stripes in Silk.**—Poplins are now the latest novelty. The new plain black Satin Petticoats are also worthy of special mention.

**"Drop" Silk Skirts.**—A new thing—just out—can be finished as a petticoat or as a lining for a dress skirt.

**Velour Petticoats.**—Special attention is called to the new Jersey-top Silk Velour Petticoats.

## Opening Week in The Great Cloak and Suit Room.

Commencing to-morrow we will show the new and beautiful styles for the coming fall season in Ladies' Ready-to-Wear Garments. Some very radical changes from previous season's modes are shown, and you may require some time to get accustomed to those great innovations and decide which of the many you will choose. We invite you all to this First Formal Fall Opening and shall be pleased to show you

### The Correct Styles in Suits, Wraps, Waists, Separate Skirts and Fine Furs for Fall and Winter.

**Correct Styles in Cloth Gowns.**—The new Cloth Gowns are prettier and more varied in style than ever, mostly in rough materials, such as basket weaves, blind chevrons, camel's hair and herringbone cloths, etc., made in long and short coat styles—blouse, vest-front Eton, Louis XIV. hip, seam coats and tight-fitting effects. Prevailing colors are grays, oxford, wood brown, black and navy blue. We show the greatest line of these nobby suits from \$10.00 up. All silk lined, with ruffled drop skirts to match the cloth, at \$19.75 up.

### Correct Styles in Walking Suits.

The new Walking Suit is all the rage for early fall street wear, and well they deserve their popularity, for when made correctly they are certainly the most sensible suit a woman ever wore for the street and shopping. The skirt is made to barely escape the ground and with considerable flare at the bottom, with the new Norfolk and tight-fitting coat or waist, which are most becoming and entirely new. We show these in all the fashionable materials, including the very swell corduroy velvets, at from \$12.50 to \$40.00 the suit.



### New Styles in Separate Skirts—Strikingly new

is the tight-fitting "serpentine" skirt—the name is suggested from the tightness from the waist to the knees—below the knees this skirt flares out sharply and trains considerably, and has a full wattleau of accordion or sun plaiting back, which is entirely new and beautiful in its effect. These swell skirts are of etamine, taffeta silk, soft cheviot and of velvet, and we wish to remark that you can form no idea of the novelty and the beauty of the "serpentine" skirts until you've seen them. We show these in a great variety from \$18.75 to \$125.00 each.

(Ask to see the new "Garter Skirt" to be worn with the above.)

**Fashionable Long Garments.**—Coats, pelisses, surtouts, raglans, ulsters or whatever you may call the long garment—they are, in their various forms of looseness and tightness, going to be extremely popular. The lengths are from 45 to 60 inches, extending from a little below the knee clear down to the floor. Some are extremely loose, some are quite tight fitting—the very loose styles are gotten up extremely dressy and are for carriage and theater wear, while the tight and partly tight effects are for street wear. We show a most complete line of these long garments, at from \$10.00 to \$125.00 each.

## Fall Novelties in Handkerchiefs

We are now showing a line of Handkerchiefs that best exemplifies the elegance of simplicity. Beginning with the Real Point and Duchess Lace Handkerchiefs with round or square linen centers, we show every grade of embroidered and hemstitched goods in linen, silk and Swiss. Attention is also directed to the new initial and colored border styles for men in silk or linen, and to the new style Handkerchief Laces and Insertions.

## New Ribbons and Made-Up Pieces.

In addition to the marvelously beautiful showing of new Black and new Colored Ribbons of every width and every quality for every purpose, we are offering wonderful things made up from ribbons, such as Fancy Neck Ruffles with Butterfly Bows, Bodice Sashes with the new Chinese Knot effect, all the latest Neckbows in evening shades, Velvet Knot Sashes, etc., etc. All will be on exhibition to-morrow at the ribbon counter.

## All the New Fall Weaves of Silks and Dress Fabrics Are Now Ready.

To anticipate all the varied requirements months beforehand, and have the goods at hand when needed, is an act that we have acquired after years of thoughtful experience. This year we have gathered generously from the looms of the entire world for your comfort. The weaves and designs are so various that we can do little more than list the names of the ones likely to be most popular.

### New Silk Fabrics.

The showing embraces besides the old favorites Some new fancy Peau de Soies, Peau de Cygnes, Satin Lumineux, Paillette de Soies, Striped Louisines, Granite Silks, Warp Prints (the sort that Paris raves over under the name of "Blurred Effects"), Gros de Laundres, and many new tucked goods.

### Wool Dress Fabrics.

Among the most desirable and fashionable of the new Fall materials are Broadcloths, Venetians, Covert Cloths, Prunellas, Granite Cloths, Basket Cloths, Hopsackings, Camel's Hairs, Cheviots, Clay Worsted, Whipcords, Lansdownies, etc. We have also many new things in fancy striped and plain Skirting and Waistings Cloths.

## 3,500 Pieces of Black and Colored Silks Bought at Manufacturer's Auction.

The stock of Silks of the manufacturing firm of Schwarzenbach, Huber & Co. was sold at auction on Wednesday, September 11th, by Townsend & Mantlant, Auctioneers. The stock consisted of black, colored and fancy Silks. We bought up 3,500 pieces of fall silks at only a trifle over half of the usual prices. The items below are only a few of the bargains, but they are worth coming miles to get.

### Black Silks.

**50c Quality.**—Pure Silk Black Taffeta, 19 inches wide—Auction Sale **35c**  
Price.....  
**69c Quality.**—Pure Silk Black Taffeta—22 inches wide—Auction Sale **49c**  
Price.....  
**75c Quality.**—Pure Silk Black Taffeta—24 inches wide—Auction Sale **58c**  
Price.....  
**1.00 Quality.**—Guaranteed Black Taffeta, all pure silk, 23 inches wide—Auction Sale Price..... **69c**  
**1.00 Quality.**—All Pure Silk Black Taffeta, 27 inches wide—Auction Sale Price..... **75c**  
**1.25 Quality.**—Pure Silk Black Taffeta, 36 inches wide—Auction Sale **95c**  
Price.....  
**1.75 Quality.**—All Pure Silk Black Taffeta, 42 inches wide—Auction Sale Price..... **\$1.25**  
**1.35 Quality.**—All-Silk Black Armure, 20 inches wide—Auction Sale **95c**  
Price.....

### Black Silks.

**89c Quality.**—Pure Silk Black Peau de Soie, 20 inches wide—Auction Sale Price..... **65c**  
**1.00 Quality.**—Pure Silk Black Peau de Soie, 21 inches wide—Auction Sale Price..... **75c**  
**1.25 Quality.**—Pure Silk Black Peau de Soie, 22 inches wide—Auction Sale Price..... **89c**  
**1.35 Quality.**—Pure Dye, All-Silk Black Peau de Soie, 24 inches wide—Auction Sale Price..... **\$1.00**  
**85c Quality.**—Pure Silk Black Gros Grain, 20 inches wide—Auction Sale Price..... **65c**  
**65c Quality.**—All-Silk Black Satin Duchesse, 20 inches wide—Auction Sale Price..... **47c**  
**69c Quality.**—All-Silk Black Satin Duchesse, 24 inches wide—Auction Sale Price..... **65c**  
**1.00 Quality.**—All-Silk Black Louisine, 20 inches wide—Auction Sale Price..... **75c**  
Price.....

### Colored and Fancy Silks.

**Colored Taffetas.**—75c and 85c grades—all good shades, light and dark; also, several lots of fancies—Auction Sale Price..... **50c**  
**Printed Foulards.**—24 inch wide—all pure silk, all good designs; the best of colored grounds; 75c quality—Auction Sale Price..... **45c**  
**Fancy Taffetas.**—1.00 quality—striped and checked; 24 inches; navy and white and black and white—Auction Sale Price..... **65c**  
**Crepes de Chine.**—1.00 quality, 24 inch wide; all shades, white and black—Auction Sale Price..... **75c**  
**Colored Louisines.**—75c and 85c qualities; tan, pink, gray, castor, navy, cerise and red..... **45c**  
**Hemstitched Louisines.**—1.00 quality of all-silk corded Louisines, 25 shades—Auction Sale Price..... **75c**

## Opening Display of Curtains, Rugs, Drapery.

This most interesting of all sections to the home-maker and home-lover has been rendered still more attractive by the extensive improvements and greatly enlarged space devoted to it. The room is now the largest and best lighted, and the new fall stock the most varied and modern in the West. You will be charmed with the beautiful new materials and pleased with the lessened cost of furnishing your home. Here are some of the new arrivals.

**New Lace Curtains.**—Attention is directed to the real hand-made Lace Curtains, with backgrounds of French net, to the new dark-colored Arabian, and to the real Irish Point Curtains, in new novelty designs. The prices range from \$2.50 to \$5.00 a pair.

**New Nottingham Curtains.**—In very handsome designs, including many Renaissance and Arabian effects. The prices range from \$1.50 to \$5.00 a pair.

**New Ruffled Curtains.**—Bobbinet, trimmed with lace—and Swiss in striped, figured or color spot effects—prices from \$1.00 up to \$7.50 a pair.

**Nottingham Bed Sets** are shown in a great variety of patterns, with lace and roll attachment—prices from \$1.25 to \$7.50 a set.

**New Portieres, in Tapestry, Repp, Mercerized and Silk Portiere Curtains.** In the richest new designs and colorings—prices from \$2.50 to \$7.50 a pair.

**Rope Portieres** are very effective for doors, windows, alcoves, etc., and are shown in an extensive line of colorings, from \$1.50 up to \$5.00.

**New Grill Work** for doors or arches—makes a very ornamental effect when combined with rope portieres or tapestry curtains—very artistic designs at 35c up to \$1.00 a foot.

## New Dress Accessories.

**Steel Banded Chateleine Bags.** We show a very large assortment of these handsome, handy and stylish articles. You may choose between French gray and oxidized frames. They are well made in a popular size and have the chamolais back and linings and the newest steel headed, loop fringe; incidentally we ask only \$2.50 for the regular \$3.50 bag.

**New Belts for Ladies.**—A beautiful showing of everything new and up to date in Belts awaits you. Attention is called to a new Belt at 50c (worth \$6.00), with wide satin-plaited band and gray, oxidized or gilt buckle.

**New Axminster Rugs, in small and room sizes.**—These handsome and durable Rugs are shown in every possible color combination to match every conceivable decorative scheme—prices from \$2.50 up to \$25.00.

**Reversible Smyrna Rugs, in new and handsome designs.** We show the all-wool and long-wear sort at prices from 50c up to \$4.00.

**Pure Wool Art Squares, in a wide variety of patterns—sized to suit any room, and colorings for every purpose—prices \$4.00 to \$15.00 each.**

**Animal Fur Rugs** make a very attractive floor covering. We are showing every sort, from the small Angora to the Siberian wolf, with open or closed jaws, and at prices from \$1.50 up to \$20.

**Indian Baskets** and other hand-made curios from the Alaskan and Northern Indians are the latest craze in decorating. An interesting collection is now on exhibition.

**Interior decorating** in all its branches is executed in the most modern way. We give special attention to building nooks and cozy corners of all sorts. Original designs submitted with estimates of cost. We figure to give you the best effects for the least outlay.

## Opening of New Fall Laces.

One of the most interesting features of Opening Day is sure to be Laces. What woman (except possibly the New Woman) has ever escaped the charm of beautiful laces, especially those which are new or different.

We are showing a wonderful collection of choice novelties in Point de Venise, Escorial, Arabian, Irish Crochet, Point Fillet and Chantilly; especially to be noticed are the new Irish Crochet, New Point Fillet and New Point de Venise Gallons.